



Competing in the Information Age: Align in the Sand

Jerry N. Luftman

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Like the first edition, *Competing in the Information Age: Align in the Sand, Second Edition*, synthesizes for practicing managers the compelling, recent work in this area, with themes that focus on the continuous transformation in business, the adoption of information intensive management practices, the improvement of information processing, and the alignment of business strategy and information technology strategy. Information technology management is now considered a core competency among managers. Rapid advancements in technology, dynamic markets, and the changing business environment have created increased demand for professionals who can manage and deliver information systems. Information systems professionals, Chief Information Officers, Chief Knowledge Officers, as well as CFOs and CEOs, are required to lead and evolve information resources while partnering with corporate management. This book shows IT professionals how to help their organizations achieve success through alignment and deployment of business and IT strategies.

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